

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of September 14, 2016 - 3:30 P.M.
Community Services Building
150 N Third Street, Room 101
Burbank, CA 91502

Members Present: Lucy Burghdorf, Burbank Bob Hope Airport
James Fitzpatrick, Courtyard by Marriott, **Secretary**
Tom Flavin, Burbank Chamber of Commerce
Tony Garibian, Coast Anabelle and Safari Inn, **Vice-Chair**
Danny Kahn, Warner Bros. Studio Tours Hollywood
Alan Puana, Universal Studios Hollywood
Steve Tarn, Hilton Garden Inn
Tom Whalen, Hotel Amarano, **Chair**

Members Absent: Patrick Prescott, CDD Director
Richard Sandoval, Burbank Airport Marriott
Bernadette Soriano, SpringHill Suites
Michael Swaney, Residence Inn by Marriott, **Treasurer**

Department Key Staff: Mary Hamzoian, Community Development Dept.
Susie Avetisyan, Community Development Dept.
Marissa Minor, Community Development Dept.
Robin Faulk, Marketing Consultant

The Burbank Hospitality Association (BHA) Board meeting was called to order at 3:32 p.m. on Wednesday, September 14, 2016.

A. Roll Call

B. Announcements

Susie Avetisyan announced the following:

1. The Downtown Burbank Ice Rink will return on December 15, 2016 through January 8, 2017.
2. The following restaurant establishments will be opening in Downtown Burbank respectively within the coming months: Guisados Tacos, Chronic Tacos, The Boiling Crab, The Carving Board, and Urban Press Winery. Yardhouse is still completing tenant improvements and the opening date is to be determined.
3. The Hilton Garden Inn is set to open on September 27th, which was confirmed by Steve Tarn.
4. The Burbank Winter Wine Walk will take place on November 19th in Downtown Burbank from Magnolia Blvd. to Angeleno Ave. This event is similar to the Burbank Beer Festival and ticket prices will be in line with those of the Burbank Beer Festival.
5. The Annual State of the City Luncheon will be held on November 16th at the Burbank Castaways. Staff will share the invitation with all Board Members that wish to attend on behalf of the BHA.

C. Public Comment

Sunder Ramani, attended the meeting to represent the 'Committee for Yes on Measure B,' a community initiative to educate the public on the importance of voting yes on Measure B during the November 8th election ballot. Mr. Ramani stated that the purpose of the initiative was to reach the 24,000 absentee voters of Burbank and educate them on the facts of Measure B. Mr. Ramani requested a financial contribution of \$50,000 from the BHA which would help create and distribute mailers for this initiative. Since Mr. Ramani attended the meeting and spoke during Public Comment, the item was not on the agenda. The Board decided to further discuss and vote on the item under "Ongoing Operational Issues."

D. Approval of Minutes

ACTION ITEM

The minutes of the August 24th board meeting were approved as written. Tony Garibian made a motion to approve, second by Lucy Burghdorf; motion carried 8-0.

E. Treasurer's Report

ACTION ITEM

Michael Swaney was not present to review the Treasurer's Report, for that reason the report was tabled until the October meeting.

**F. YMCA Turkey Trot Sponsorship
ITEM**

ACTION

Mary Cutone, CEO of the Burbank YMCA, presented sponsorship opportunities for the 2016 Turkey Trot. Ms. Cutone requested a \$5,000 sponsorship which would provide inclusion on the Turkey Trot dedicated website and marketing and recognition as a community partner. Highlights from the 2015 Turkey Trot included 2,300 runners, 78 of which came from outside of California. The 2016 run is estimated to attract 2,500 runners. Ms. Cutone also discussed the possibilities of changing the date of the event to a day where businesses are open and would benefit from an additional 2,000 plus prospective customers in their area. Tom Flavin offered assistance from the Chamber of Commerce to help determine another date and create awareness and support from the community. Mr. Garibian asked in any demographic or visitor information would be available to know if out of state runners are staying in local hotels or flying through the Hollywood Burbank Airport. Ms. Cutone expressed interest in working with the BHA to collect that type of information during the registration process. Staff insured that the Visit Burbank booking engine will be placed on the Turkey Trot website to encourage and track hotel bookings that may result from the Turkey Trot. Danny Khan suggested an alternative route that would run through the Warner Bros. Studio lot as a way to attract more out of town guests to the area. Ms. Cutone was willing to work with all suggestions mentioned for future Turkey Trots. The BHA was in favor of supporting the Turkey Trot as a local community event and approved a \$5,000 sponsorship. Mr. Whelan made a motion for approval, second by Mr. Garibian.

G. Marketing Update

ACTION

ITEM

Strausberg Group, Visit Burbank's marketing and design agency, presented a marketing strategy and media advertising plan for October – June 2017. Components of the marketing strategy included:

- a. International advertising in Canada, Australia, and Burbank's Sister City Incheon Korea.
- b. Southwest Airlines in-flight magazine 14 page editorial spread.
- c. Digital marketing in cities with direct flights into the Hollywood Burbank Airport.
- d. Increased social media presence with travel and lifestyle influencers and bloggers promoting Burbank to their followers.

The complete marketing proposal equaled a \$737,000 media buy across multiple marketing outlets. Given the large commitment this would entail on the marketing budget, the BHA requested a follow up meeting to discuss this marketing strategy and media plan in greater detail. A special meeting will be scheduled for the BHA to review and suggest any changes to Strausberg's proposal.

H. Dallas, TX/BUR and Southwest Airlines Marketing Collaboration

Due to time restrictions, this item was tabled to the October 12th meeting agenda.

I. NASCAS Event Follow-Up

Due to time restrictions, this item was tabled to the October 12th meeting agenda.

J. Website Analytics

Due to time restrictions, this item was tabled to the October 12th meeting agenda.

K. Ongoing Operational Issues

ACTION ITEM

Lucy Burghdorf, Director of Public Affairs and Communications for the Hollywood Burbank Airport recused herself from any discussion regarding the vote for the 'Committee for Yes on Measure B' initiative presented during Public Comment. Understanding the importance of a new modernized terminal and the positive impacts the new airport would have on enhancing tourism, The BHA voted to approve the \$50,000 contribution. Mr. Garibian made a motion to approve, second by Mr. Khan, with one abstention from Lucy Burghdorf.

Ms. Avetisyan requested \$100,000 to be transferred from the BHA Treasurer's Account to the BHA checking account to pay upcoming bills. Mr. Garibian made a motion for approval, second by Mr. Khan.

L. Future Agenda Items

1. Detailed information on the three final sporting events for the BHA's consideration.
2. Analytics from the Dallas, TX and Southwest Airlines marketing promotion.
3. Website and social media analytics.

The T-BID will reconvene with the next regularly scheduled Board Meeting on October 12, 2016, location to be determined. The meeting adjourned at 4:40 pm.